



Sample Communications Plan

AUDIENCE

- Acculturated, and less acculturated Hispanic parents with children under two years of age.

OVERALL GOALS

- To increase U.S. immunization rates children under age of two years to a target of 90% coverage in accordance with the Healthy People 2010 goal for the nation.
- To aggressively target the Hispanic population and raise infant immunization awareness through the integrated media distribution of the PSAs, as well as through articles and story placement.

PSAs

TV

RADIO

PRINT

Objectives:

- Increase awareness of infant immunization in Hispanic audiences via distribution of a television, print and radio PSA.

Strategies:

- Contact local and cable TV stations and alert them of the PSA downlink.
- Distribute Beta SP PSAs to local media outlets and secure rotation of PSAs.
- Place follow up calls.

Strategies:

- Contact Spanish-language local radio stations and email the radio PSA.
- If needed, distribute PSAs to local media outlets and secure rotation of PSAs.
- Place follow up calls.

Strategies:

- Contact local print publications and email the print PSA/Ad.
- If needed, distribute ads to local media outlets and secure inclusion of PSAs/Ads in print.
- Place follow up calls.

STORY PLACEMENT

Objectives:

- Increase awareness of infant immunization in Hispanic audiences via article placement, television and radio interviews.

Strategies:

- Promote infant immunization through media outreach materials (press release, FAQ, backgrounder, and OP-ED).

WEB PRESENCE

Objectives:

- Provide campaign messages via the internet.
- Provide individuals with the ability to download campaign materials.

Strategies:

- Post banner links on web sites.
- Request particular web sites to post campaign materials.
- Allow internet users the ability to download the television and radio PSAs.